

SYN. NO. \_\_\_\_\_

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MOTION BY SUPERVISOR ZEV YAROSLAVSKY

December 5, 2006

In 1996, in the early days of the commercial Internet and World-Wide Web, the Board of Supervisors adopted a policy to restrict departments' ability to include on their websites any commercial advertising or promotional materials for commercial, for-profit enterprises. The policy, however, recognized there would be circumstances under which such content would be appropriate and established guidelines for allowing such exceptions.

A new proposal by the Public Health Department warrants such an exception to the adopted policy. The Department seeks to form an agreement with Google to provide an improved search engine for the Department's website at no County cost. The Custom Search Engine would allow documents and data to be tagged with special codes for easier search-engine retrieval and more targeted results for users, searching only documents generated by the Department and those contained on certain designated external sites (such as the federal Centers for Disease Control website).

The Department's current search engine depends on a more primitive word-frequency search program, which typically returns hundreds of search results only marginally, if at all, related to the search-client's interest. Lacking Google's technical expertise and financial resources, it would be impossible for the County to develop a

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comparable search engine on its own.

In return for receiving this free customized Google search service, the County would authorize the logo “Google Custom Search” to be displayed on the search entry screen. In addition, the search results page would include a small-font notice reading, “Search results customized by LA County Dept. of Public Health using Google Co-op,” with a hotlink to the Google Co-op website (an informational site that explains how the Google search customization works). In keeping with the County’s desire to minimize advertising, there would be no advertising within the County search and there would be no link to the regular Google.com search engine.

I THEREFORE MOVE that the Board of Supervisors authorize the Department of Public Health to enter into an agreement with Google for a Custom Search Engine on its site at no charge, with no advertising and with no link to the regular Google.com search engine, but with acknowledgement of the Google Custom Search on the search screen and of the Google Co-op on the search results page; with a link to the Google Co-op site.

I FURTHER MOVE that the Board of Supervisors instruct the Chief Information Office to monitor the Department of Public Health co-op program with Google, and report back to the Board after six months of successful operation with findings and recommendations on the advisability of expanding the Google Co-op program to include the County portal and other County departments.

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